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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/617,903	07/11/2003	Alexander K. Schowtka	03-008	4900
37420 7590 06/21/2007 VISTA PRINT USA, INC. ATTN: PATENT COUNSEL 95 HAYDEN AVENUE LEXINGTON, MA 02421			EXAMINER LAY, MICHELLE K	
			ART UNIT 2628	PAPER NUMBER
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**Please find below and/or attached an Office communication concerning this application or proceeding.**

The time period for reply, if any, is set in the attached communication.

**Office Action Summary**

Application No.

10/617,903

Applicant(s)

SCHOWTKA ET AL.

Examiner

Michelle K. Lay

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-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

**Period for Reply**

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

**Status**

- 1) ☒ Responsive to communication(s) filed on 06 June 2007.
- 2a) ☒ This action is **FINAL**. 2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

**Disposition of Claims**

- 4) ☒ Claim(s) 1,7,8,10-15,17 and 20-34 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1,7,8,10-15,17 and 20-34 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

**Application Papers**

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☒ The drawing(s) filed on 11 July 2003 is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.
- Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

**Priority under 35 U.S.C. § 119**

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some \* c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

**Attachment(s)**

- 1) ☒ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☐ Information Disclosure Statement(s) (PTO/SB/08)  
Paper No(s)/Mail Date \_\_\_\_\_.
- 4) ☐ Interview Summary (PTO-413)  
Paper No(s)/Mail Date. \_\_\_\_\_.
- 5) ☐ Notice of Informal Patent Application
- 6) ☐ Other: \_\_\_\_\_.

## **DETAILED ACTION**

### ***Response to Amendment***

The amendment filed 06/06/2007 has been entered and made of record. The amendment made to the specification has overcome the drawing objection made in the Non-Final office action filed 12/19/2006. Claims 2-6, 9, 16, 18, and 19 have been cancelled. Claims 1, 7, 8, 10-15, 17, and 20-34 are pending.

### ***Response to Arguments***

Applicant's arguments have been considered but are moot in view of the new ground(s) of rejection. The new rejection in view of Roses (2003/0055871 A1) in view of Jogo (2001/0048447 A1) and Garrett et al. (5,557,728) teaches the amended limitations of cropped versions of the base image.

### ***Claim Rejections - 35 USC § 103***

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

1. Claims **1, 10-15, 17, 24, 25, and 32-34** are rejected under 35 U.S.C. 103(a) as being unpatentable over Roses (2003/0055871 A1) in view of Jogo (2001/0048447 A1) and Garrett et al. (5,557,728).

Roses teaches the limitations of claims 1, 10-15, 17, 24, 25, and 32-34 with the exception of explicitly teaching cropped versions of the base image and a selection criteria. However, Garrett teaches retrieving images from an image database search and outputting the images to a display screen with a specified output area and Jogo teaches an automatic crop boundary in relation to the selected template.

In regards to claim 1, Roses teaches a document composition application allowing a user to create a document having selected images incorporated therein. The document composition application (206) may create poster size documents, as well as smaller, conventional-sized documents [0028]. Referring to Fig. 2, the document composition website (110) has a template database (204) for storing templates [0028]. A template (said **layout**) includes a predefined format, such as areas (said **image containers**) of a document having fixed images and/or text and areas for placing selected images and/or custom text [0033]. Referring to Fig. 5, web page (500) facilitates selection of a template. A template selection area includes a "Select" button (524) for selecting the template (said **plurality of layouts**) [0042]. In step (415) of Fig. 4, an image to be incorporated in the template is selected and received, e.g. the image basket application (212) is called, and images from other web sites or images stored in the web site (11) that may be used by the user (125) are retrieved [0035]. As shown in Fig. 6, an image placement area (606) facilitates placement of an image selected using an image selection area (608). The image selection area (608) includes navigation buttons (609) and image name (610) of a displayed image (611). The navigation buttons (609) allow

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the user (125) to navigate through images in an image basket [0043]. Once the layout and image/text are selected, the document creation and selection module (310) generates the complied document (said **product design**) [0032]. The templates having similar attributes may be included in groups (e.g., slideshow group, poser group, and the like). A user (125) may select a template group from multiple groups [0033]. Thus, the compiled document is based on a selection criterion placed on the selected images and the selected template.

Jogo teaches a method/system/software for selecting a template and an associated crop boundary is displayed on a screen. The crop boundary has a corresponding shape to that of a frame of the selected template [*abstract*]. The crop boundary (98a) [Fig. 8a] has a corresponding shape to the outline of the ID photograph (95) [Fig. 7] for the passport. That is, the aspect ratio of the crop boundary (98a) is equal to that of the ID photograph (95) (said **image container**) [0074]. The extracted image data is expanded or compressed to enlarge or reduce the cropped image in accordance with the size of each frame (93a) [Fig. 6f, 7] of the template (93), such that the cropped image is pasted in the respective template frames (93a) [0078] (said **image ... cropped versions of a base image ... sized to correspond to ... container size**). The image is part of a group of images where the group consists of the different crop sizes related to the different container sizes.

Therefore, it would have been obvious to one of ordinary skill in the art to modify the invention of Roses to include the automatic cropping of Jogo because of the strict definitions [of templates], it has conventionally been very difficult to synthesize of paste

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the image in the designated size and position in the template. With the conventional imaging system, some skill or several trial and error is required to paste the image in the template properly, and it takes a certain time. The imaging system of Jogo makes it easy to synthesize the image in the template [Jogo: 0072].

Garrett teaches using a standard keyword search on an image database incorporating a computer terminal to enable user interaction, in order to retrieve images (said ***selection criterion***) [col. 4, lines 18-22; col. 5, lines 8-11].

Therefore, it would have been obvious to one of ordinary skill in the art to implement the keyword search of Garrett when selecting an image from the image basket of the modified invention of Roses, rather than using the navigation buttons of Roses, so that a more efficient and time saving method can be implemented in order to effectively find the desired image to place in the document of Roses.

In regards to claim 10, Roses teaches the template's general information comprising color scheme. Furthermore, such information can be edited [0039]. Thus, the user can opt to alter the color schemes based on the selected images from web page (600) shown in Fig. 6.

In regards to claim 11, Roses teaches a document composition application (206) for creating, editing, viewing, printing and distributing documents. The document server (202) is connected to a template database (204) for storing templates, such as templates for creating documents, and a document database (205) for storing

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documents. The document composition application (206) may create poster size documents, as well as smaller, conventional-sized documents [0028]. Thus, the user selects the type of layout needed based on the product the user wants to create.

In regards to claim 12, Roses teaches the template may include areas having fixed images and areas for placing selected images [0033]. As shown in Fig. 5, a description of the template (518-522) is provided to the user to aid in the selection. Thus, the user can view the layout (518, 520) of the images and can opt for that template based on the number of images desired. Referring to Fig. 6, an image placement area (606) (said *image container*) facilitates placement of an image selected using an image selection area (608) [0043].

Furthermore, Garrett teaches the user retrieving desired images from a database. Based on the number of images retrieved, the divider (40) of Garrett determines how the corresponding images will be positioned (said *layout*) in the display area of the monitor (80) [col. 5, lines 35-39].

Thus, it would have been obvious to one of ordinary skill in the art to implement the layout based on the number of images, as taught by Garrett in order to avoid having to cycle through possible templates of Roses in order to find a template that matches the number of images the user desires. This would provide a more efficient and time saving method in order to effectively select the proper template to support the number of desired images.



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In regards to claim **13**, Garrett teaches using a standard keyword search on an image database incorporating a computer terminal to enable user interaction, in order to retrieve images (said ***selection criterion***) [col. 4, lines 18-22; col. 5, lines 8-11].

Additionally, The same rationale for combining as applied to claim 1 is incorporated herein.

Jogo teaches a method/system/software for selecting a template and an associated crop boundary is displayed on a screen. The crop boundary has a corresponding shape to that of a frame of the selected template [*abstract*]. The crop boundary (98a) [Fig. 8a] has a corresponding shape to the outline of the ID photograph (95) [Fig. 7] for the passport. That is, the aspect ratio of the crop boundary (98a) is equal to that of the ID photograph (95) (said ***image container***) [0074]. The extracted image data is expanded or compressed to enlarge or reduce the cropped image in accordance with the size of each frame (93a) [Fig. 6f, 7] of the template (93), such that the cropped image is pasted in the respective template frames (93a) [0078] (said ***image ... cropped versions of a base image ... sized to correspond to ... container size***).

Therefore, with retrieving the images via the standard keyword search of Garrett, the modified system of Roses selects the image, where the image is "precropped" to automatically fit within the designated image container as taught by Jogo. The image associated with the keyword is part of a group where the image can be cropped to specific sizes (said ***group***) depending on the image container size.

Therefore, it would have been obvious to one of ordinary skill in the art to modify the invention of Roses to include the automatic cropping of Jogo because of the strict



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definitions [of templates], it has conventionally been very difficult to synthesize of paste the image in the designated size and portion in the template. With the conventional imaging system, some skill or several trial and error is required to paste the image in the temple properly, and it takes a certain time. The imaging system of Jogo makes it easy to synthesize the image in the template [Jogo: 0072].

In regards to claim **14**, referring to Fig. 4 of Roses, Roses teaches image attributes of the image selected are set by the user (125), such as scaling, cropping, filtering and location within the template for the selected image are set by the user (125). This may be repeated for each image incorporated in the template [0037]. Additionally, text to be included in the template is entered by the user. Attributes (e.g., font, color, size, location and the like) are selected by the user and repeated for each area of the template that includes entered text [0038] (said ***user supplied content***). Furthermore, the document server (202) may utilize available printing services or transmit the final document in electronic form to the user and be readily printed by the user [0028]. The document composition application (206) is functional to create, preview, print, facilitate purchase of documents, and the like. A preview and purchase module (320) generates files that may be printed and purchased (said ***producing product in physical form***) [0032].

In regards to claim **15**, claim 15 recites the same limitations as claim 1. Therefore, the same rationale used for claim 1 is applied. Furthermore, referring to Fig. 2, Roses

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teaches a document server (202), a template database (204) (said *layouts stored on the server*), and image basket server (208) (said *images stored on the server*). The communication server (230) facilitates communication with other web sites and each user (125) (said *means responsive*) [0027-0032]. The user interacts with such servers via a document composition web site (110) using a conventional device (e.g., computer, personal digital assistant, web phone, and the like).

In regards to claim **17**, claim 17 recites the same limitations as claims 1 and 15.

Therefore, the same rationale used for claims 1 and 15 is applied. Furthermore, Roses teaches a software structure of the system/method of Roses [0046].

In regards to claims **24** and **25**, claims 24 and 25 recites the same limitations as claims 13 and 20. Therefore the same rationale used for claims 13, and 20 is applied.

Furthermore, it would have been obvious to one of ordinary skill in the art to implement the keyword search of Garrett when selecting an image from the image basket of Roses, rather than using the navigation buttons of Roses, so that a more efficient and time saving method can be implemented in order to effectively find the desired image to place in the document of Roses.

In regards to claim **32**, claim 32 recites the same limitations as claim 1. Therefore, the same rationale used for claim 1 is applied. Furthermore, Roses teaches a software structure of the system/method of Roses [0046].

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In regards to claim **33**, claim 33 recites the same limitations as claim 1. Therefore, the same rationale used for claim 1 is applied. Furthermore, as illustrated in Fig. 2, the document composition web site (110) includes a document server (202), an image basket server (208), an account server (220), and a communication server (230) [0027-0029].

In regards to claim **34**, claim 34 recites the same limitations as claim 33. Therefore, the same rationale used for claim 33 is applied. Furthermore, Roses teaches a software structure of the system/method of Roses [0046].

2. Claims **20-23, 26-29, 30, and 31** are rejected under 35 U.S.C. 103(a) as being unpatentable over Roses (2003/0055871 A1) in view of Jogo (2001/0048447 A1).

Roses teaches the limitations of claims **20-23, 26-29, 30, and 31** with the exception of explicitly teaching cropping instructions. However, Jogo teaches an automatic crop boundary in relation to the selected template.

In regards to claim **20**, Roses teaches a document composition application allowing a user to create a document having selected images incorporated therein. The document composition application (206) may create poster size documents, as well as smaller, conventional-sized documents [0028]. Referring to Fig. 2, the document composition website (110) has a template database (204) for storing templates [0028]. A template (said *layout*) includes a predefined format, such as areas (said *image containers*) of a

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document having fixed images and/or text and areas for placing selected images and/or custom text [0033]. Referring to Fig. 5, web page (500) facilitates selection of a template. A template selection area includes a "Select" button (524) for selecting the template (said **plurality of layouts**) [0042]. In step (415) of Fig. 4, an image to be incorporated in the template is selected and received, e.g. the image basket application (212) is called, and images from other web sites or images stored in the web site (11) that may be used by the user (125) are retrieved [0035]. As shown in Fig. 6, an image placement area (606 facilitates placement of an image selected using an image selection area (608). The image selection area (608) includes navigation buttons (609) an image name (610) of a displayed image (611). The navigation buttons (609) allow the user (125) to navigate through images in an image basket (said **selecting image**). Additionally, a warning area (614) displays warning messages when appropriate, such as, "image does not fit in selected area" and the like (said **determining**) [0043]. Thus, the method/system of Roses determines the size of the image container within the layout. Once the layout and image/text are selected, the document creation and selection module (310) generates the complied document (said **product design**) [0032]. The templates having similar attributes may be includes in-group (e.g., slideshow group, poser group, and the like). A user (125) may select a template group from multiple groups [0033]. Additionally, Roses teaches setting image attributes of the image selected, such as scaling, cropping, filtering and location within the template for the selected image [0037].

Jogo teaches a method/system/software for selecting a template and an associated crop boundary is displayed on a screen. The crop boundary has a corresponding shape to that of a frame of the selected template [*abstract*]. The crop boundary (98a) [Fig. 8a] has a corresponding shape to the outline of the ID photograph (95) [Fig. 7] for the passport. That is, the aspect ratio of the crop boundary (98a) is equal to that of the ID photograph (95) (said ***image container***) [0074]. The extracted image data is expanded or compressed to enlarge or reduce the cropped image in accordance with the size of each frame (93a) [Fig. 6f, 7] of the template (93), such that the cropped image is pasted in the respective template frames (93a) [0078] (said ***image ... cropped versions of a base image ... sized to correspond to ... container size***).

Therefore, it would have been obvious to one of ordinary skill in the art to modify the invention of Roses to include the automatic cropping of Jogo because of the strict definitions [of templates], it has conventionally been very difficult to synthesize of paste the image in the designated size and portion in the template. With the conventional imaging system, some skill or several trial and error is required to paste the image in the temple properly, and it takes a certain time. The imaging system of Jogo makes it easy to synthesize the image in the template [Jogo: 0072].

In regards to claims 21 and 22, Roses teaches a "Preview" button (614) to view a preview of the document with the edited (e.g. cropped) images (said ***displaying product design***) [0043]. Furthermore, once the layout and image/text are selected, the

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document creation and selection module (310) generates the complied document (said **combining**) [0032, 0045].

In regards to claim **23**, Fig. 6 illustrates exemplary web page (600) for selecting images to be incorporated into a selected template. The navigation buttons (609) allow the user (125) to navigate through the images in an image basket [0043].

In regards to claims **26** and **27**, referring to Fig. 5 of Roses, web page (500) displayed by web site (110) is used for selection of a template (said **input received**) [0042].

Templates having similar attributes may be included in a group (e.g., slideshow, poster, etc.) [0033].

In regards to claim **28**, Jogo teaches the extracted image data is expanded or compressed to enlarge or reduce the cropped image in accordance with the size of each frame (93a) [Fig. 6f, 7] of the template (93), such that the cropped image is pasted in the respective template frames (93a) [0078]. The same rationale for combining as applied to claim 20 is incorporated herein.

In regards to claim **29**, claim 29 recites the same limitations as claims 20. Therefore, the same rationale used for claims 20 is applied. Furthermore, Roses teaches a software structure of the system/method of Roses [0046].

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In regards to claim **30**, Roses teaches the template's general information comprising color scheme. Furthermore, such information can be edited [0039]. Thus, the user can opt to alter the color schemes based on the selected images from web page (600) shown in Fig. 6.

In regards to claim **31**, referring to Fig. 4 of Roses, Roses teaches image attributes of the image selected are set by the user (125), such as scaling, cropping, filtering and location within the template for the selected image are set by the user (125). This may be repeated for each image incorporated in the template [0037]. Additionally, text to be included in the template is entered by the user. Attributes (e.g., font, color, size, location and the like) are selected by the user and repeated for each area of the template that includes entered text [0038] (said ***user supplied content***). Furthermore, the document server (202) may utilize available printing services or transmit the final document in electronic form to the user and be readily printed by the user [0028]. The document composition application (206) is functional to create, preview, print, facilitate purchase of documents, and the like. A preview and purchase module (320) generates files that may be printed and purchased (said ***producing product in physical form***) [0032].

3. Claims **7** and **8** are rejected under 35 U.S.C. 103(a) as being unpatentable over Roses (2003/0055871 A1) in view of Jogo (2001/0048447 A1) as applied to claim 20, and in further view of Wang et al. (6,028,603).



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The modified invention of Roses teaches the limitations of claims 7 and 8 with the exception of disclosing the retained image including height and width. However, Wang teaches a system/method for presenting a collection of digital media in a media container. In regards to Fig. 15 of Wang, whenever an image is placed into a picture slot (said *image container*) the image is scaled using conventional scaling techniques to fit into the slot (said *version of retained image*) while at the same time maintaining the aspect ratio of the original image [col. 15, lines 31-36]. Although Wang does not explicitly teach at least two points, it would have been obvious to one of ordinary skill to consider the at least two points to be the corners of the image container. Thus, it would have been obvious to one of ordinary skill in the art to include the aspect ratio of the image container and the selected image, in order to determine the proper scaling. Furthermore, Roses and Jogo teaches setting image attributes of the image selected, such as scaling, cropping, filtering and location within the template for the selected image [0037].

### ***Conclusion***

The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

Sparks et al. (6,167,382)

Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP

§ 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Michelle K. Lay whose telephone number is (571) 272-7661. The examiner can normally be reached on Monday-Friday 7:30a-5p.

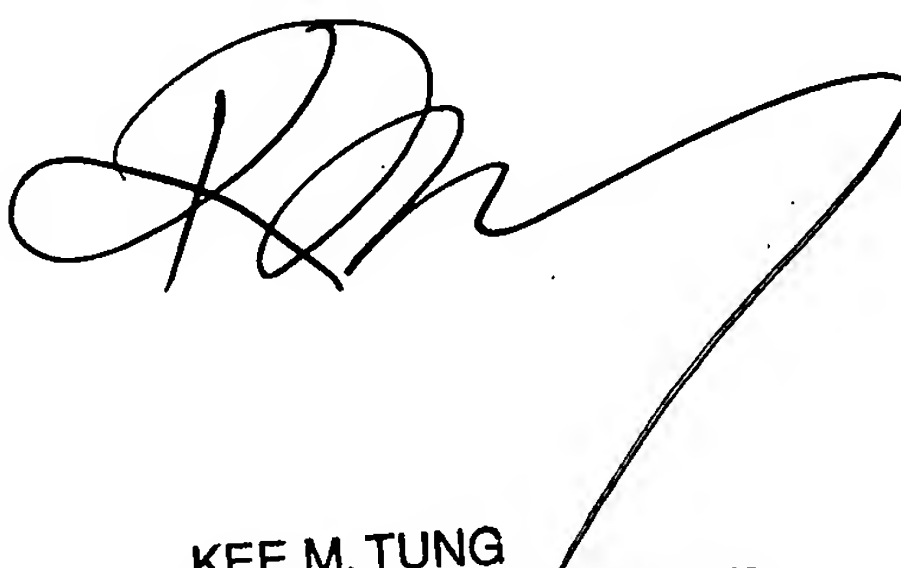
If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Kee M. Tung can be reached on (571) 272-7794. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

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